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CITRUS 1964, 1965

CONSUMER PURCHASES OF

CITRUS

- **Fruit**
- **Juices**
- **Drinks**

AND OTHER PRODUCTS

CPFJ-155

U. S. DEPARTMENT OF AGRICULTURE

Economic Research Service in Cooperation
with the Florida Citrus Commission

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, frozen concentrated fruit drinks, chilled orange juice, canned single-strength juices, canned single-strength fruit drinks, canned and chilled citrus salads and sections, and fresh oranges and grapefruit. Beginning with July 1963, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 7,500 household consumers. Estimates were based on a sample of about 6,000 households from 1954 through 1960, and on about 10,000 households from 1961 to June 1963.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

September 1964

CONSUMER PURCHASES OF CITRUS FRUIT, JUICES,
DRINKS, AND OTHER PRODUCTS
JUNE 1964

By Clive E. Johnson
Marketing Economics Division
Economic Research Service

Data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

SUMMARY

Consumer purchases of frozen concentrated and canned single-strength juices, chilled orange juice, and frozen concentrated and canned single-strength fruit drinks totaled 22.4 million cases (single-strength equivalent) in June 1964, the same as in the corresponding month of 1963. Fresh oranges and chilled citrus salads and sections were purchased in substantially greater volume, but purchases of fresh grapefruit and canned grapefruit sections were down moderately. Consumers spent about \$94.1 million for these juices, drinks, and fruits or 4 percent more than last June:

	<u>June Expenditures--\$1,000's</u>		
	<u>1963</u>	<u>1964</u>	<u>Change</u>
Frozen concentrated orange juice	18,201	19,469	+ 7 %
Other citrus juices	8,942	8,301	- 7 %
Prune juice	3,772	4,174	+11 %
Other noncitrus juices	19,178	17,391	- 9 %
Fruit drinks	24,520	25,962	+ 6 %
Citrus sections and salads	2,196	2,702	+23 %
Fresh oranges	9,602	12,202	+27 %
Fresh grapefruit	<u>4,354</u>	<u>3,892</u>	<u>-11 %</u>
	90,765	94,093	+ 4 %

Purchases of frozen concentrated orange juice were up 16 percent, and chilled orange juice up 7 percent, from last June. On the other hand, consumers reduced their consumption of canned single-strength orange and grapefruit juices by about 35 percent. Supplies of fresh and processed oranges and grapefruit were below and prices were above usual levels because of continuing effects of the December 1962 freeze.

Purchases of prune juice continued record high in June. In contrast, purchases of other noncitrus canned single-strength juices and noncitrus frozen concentrated juices were off 14 percent.

Canned single-strength fruit drink purchases, although down contraseasonally from May, were substantially above the year-earlier level. And the market share for these products rose from 22 to 27 percent to match the canned juice share.

Purchases of frozen concentrated orange drink were down moderately from May as well as from a year earlier. Purchases of other frozen concentrated fruit drinks were moderately below the year-earlier mark.

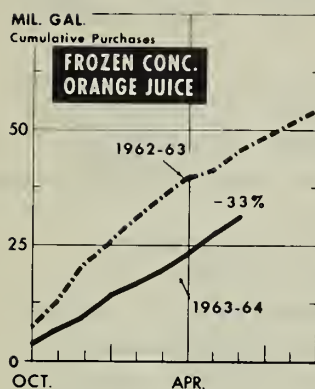
Prices paid for frozen concentrated orange juice and for frozen concentrated fruit drinks were down 8 percent from last June; prune juice prices were down 3 percent. Prices of other fruit juices and drinks, however, were up as much as 23 percent. Canned grapefruit section prices edged to a new peak, but chilled citrus salads and sections, fresh oranges, and fresh grapefruit were less costly.

October-June cumulative purchases of fruit juices and drinks (including frozen concentrated fruit drinks beginning in April when comparable data became available) were off 9 percent or 15.8 million cases from the corresponding period of 1962-63: Frozen concentrated juices were off 28 percent; chilled orange juice, off 15 percent; and canned single-strength juices, off 10 percent. Part of these losses were offset by an increase of 25 percent in purchases of canned fruit drinks and a more moderate increase in purchases of frozen concentrated fruit drinks.

FROZEN CONCENTRATED JUICES

Purchases of FCOJ Rises as Prices Decline

A larger size of purchase, together with an increase in number of buyers, resulted in a rather large gain in consumer purchases of frozen concentrated orange juice



over June 1963. Further, the product's market share rose from 16 to 19 percent. Consumer expenditures also were up despite lower prices. Supplies of frozen concentrated orange juice were below usual levels, reflecting severe damage to citrus trees in Florida by the freeze of December 1962. (See tables 1, 1A, 15-18 and figures 7-9.)

Nearly 20 percent of the Nation's families bought this frozen concentrated juice in June, an increase of 0.6 percentage points over a year earlier. Size of purchase (6.6 cans) also was larger and retail movement was up 16 percent or 482,000 gallons from the low level of last June. This was the second month in succession that purchases were above corresponding months of 1962-63. ^{1/}

Retail prices, which held at the May average of 25.7 cents per 6-ounce can, were down 8 percent from June 1963. In contrast, most competing products were more expensive than a year earlier.

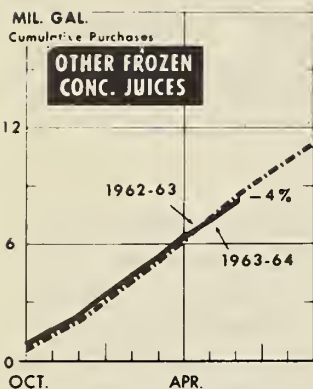
The average family expenditure for the concentrate was down slightly from last June to \$1.69. Nevertheless, because more families bought, total consumer outlay was up 7 percent.

Consumer purchases and expenditures for frozen concentrated orange juice were comparatively low in 7 of the 9 elapsed months of the current reporting year. As a result, October-June cumulative purchases were off 33 percent or 15.1 million gallons from corresponding months of 1962-63 (see figure in margin); cumulative expenditures were off 11 percent or \$22.5 million.

Other Frozen Concentrated Juices on Downturn

Purchases of other frozen concentrated juices -- such as grape, grapefruit, pineapple, and citrus blends -- were down for the sixth month in succession from the unusually high levels of a year earlier. Market share for these concentrates dropped to only 4.4 percent, virtually the smallest recorded in the 15 months for which data are available. (See tables 8, 15-18 and figures 7 and 9.)

^{1/} Monthly and cumulative purchases and expenditures for all products are for 4-week (28 day) periods to facilitate comparisons. Totals by seasons are for 48 weeks. Cases are the equivalent of 24 No. 2 cans ... 432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for usual unit of purchase shown in table 18. To compute purchases on a single-strength equivalent basis, frozen concentrated fruit juices and frozen concentrated orange drink are converted at 4 to 1; other frozen concentrated fruit drinks are converted at 4.7 to 1.

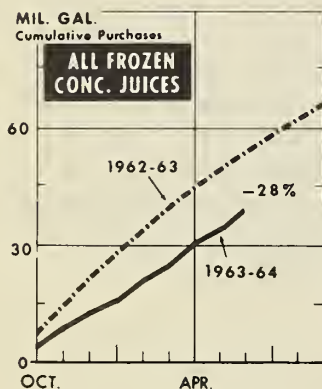


Purchases were off 15 percent -- 141,000 gallons -- from June 1963 and were only a little larger than the 1959-61 average for the month. Purchase size averaged 4.6 cans among the 6.9 percent of families that bought; corresponding data are not available for a year earlier.

Retail prices were up 3 percent to 21 cents per 6-ounce can or to 5.2 cents per 6-ounce serving. This was less than paid for frozen concentrated orange juice, the reverse of the situation that prevailed before the freeze.

Consumer expenditures for other frozen concentrated juices were off 12 percent from a year earlier, since the modest advance in price was accompanied by a rather large drop in purchases. Nevertheless, October-June cumulative expenditures remained above 1962-63 levels. On the other hand, cumulative purchases were off 4 percent or 347,000 gallons. (See figure in margin.)

Downturn in Use of Total Frozen Concentrated Juices Halted



Total purchases of frozen concentrated juices were up 8 percent (404,000 cases equivalent single-strength) from June 1963. This was the first time in 1963-64 that purchases were up from the corresponding month a year earlier. (See tables 15-18 and figures 7-9.)

Purchases of canned single-strength fruit drinks, in comparison, were up 19 percent or 945,000 cases. But at the same time consumers reduced their purchases of canned single-strength juices and frozen concentrated fruit drinks by 12 percent or 1.4 million cases. As a consequence, the frozen concentrated juice market share rose from 21 to 23 percent.

Prices paid for these concentrated juices were down 5 percent from last June to 24.8 cents per 6-ounce can -- the lowest recorded for more than a year. Since this decline coincided with a larger gain in purchases, consumer outlay was up moderately.

Purchases and expenditures were comparatively low in most months of 1963-64: October-June cumulative purchases were down 28 percent (15.4 million gallons) from 1962-63; cumulative expenditures, were down 9 percent.

FROZEN CONCENTRATED FRUIT DRINKS

Retail Movement of Frozen Orange Drink Slows

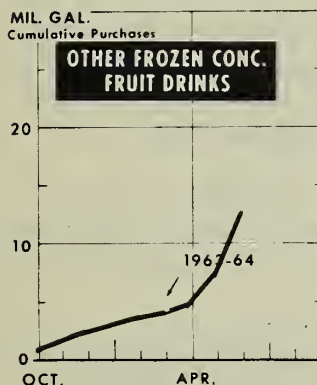


Despite lower prices, fewer families bought frozen concentrated orange drink in June than in either the preceding or the year-earlier month. Further, consumers spent less for the drink than they did in June 1963 or in most months since that time. (See tables 7, 15-18 and figures 7-9.)

Purchases were off 5 percent -- 29,000 gallons -- from a year earlier, and were down from May in contrast to the sharp May-June gain in 1963. Only 4.7 percent of families bought compared with 5.6 percent last June. Part of that loss, however, was offset by a larger size of purchase.

Prices paid for frozen orange drink averaged 15.6 cents per 6-ounce can, down 5 percent from a year earlier and down more than that from more recent months. Buying family expenditures were down to a 10-month low of 73 cents; total consumer outlay was down 10 percent.

Sales and Prices of Other Frozen Concentrated Drinks Down



June purchases of other frozen concentrated fruit drinks -- the least expensive products reported -- were down 8 percent or 234,000 gallons from a year earlier. Moreover, the seasonal gain over May was a mere 6 percent compared with last year's gain of 51 percent.

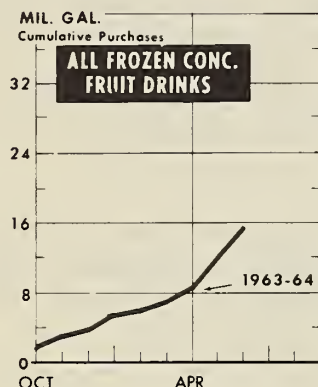
The product's market share, which dropped from 19 to 17 percent, was smaller than the frozen concentrated orange juice share, the reverse of the pattern of last June. ^{2/} (See tables 14, 17, 18 and figures 7-9.)

Prices paid for other frozen concentrated drinks were down 8 percent to a new low of 10.8 cents per 6-ounce can or 2.3 cents per 6-ounce serving. In contrast, prices of competing products, which were up from last June, ranged from 3.9 to 8.9 cents per serving.

The typical buyer spent only 72 cents for other frozen drinks, the least since early 1964. Total consumer outlay was down 16 percent from last June.

^{2/} Purchases were converted to single-strength equivalent at 4.7 to 1 in computing share of market and cost per serving. This is an approximation since product concentrations vary widely, and purchases of the individual products, which may fluctuate sharply by season, are not known.

Use of Total Fruit Drinks Down 7 Percent



Although prices slipped to a new low, total purchases of frozen concentrated fruit drinks were down 7 percent -- 263,000 gallons -- from June 1963. Consumer outlay was down from May as well as from a year earlier. (See tables 7, 14, 17, 18 and figures 7-9.)

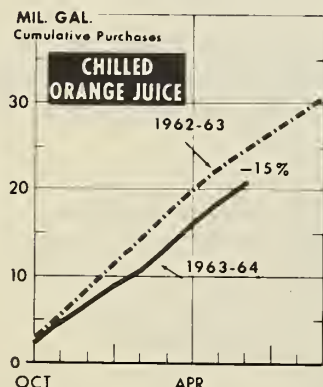
This type of product accounted for only 20 percent of household fruit drink and juice purchases in June compared with 22 percent a year earlier. In contrast, the share held by canned fruit drinks rose from 22 to 27 percent.

Prices paid for frozen concentrated fruit drinks were down 7 percent June 1963 to 11.6 cents per 6-ounce can, the lowest reported since these data became available in April 1963. Frozen concentrated orange juice and prune juice also were less expensive than a year earlier, but other competitors were more costly.

Since both purchases and prices declined, consumer outlay for frozen fruit drinks was off slightly from the preceding month and off 14 percent from June 1963.

SINGLE-STRENGTH JUICES

Consumers Increase Outlay for Chilled Orange Juice



Purchases of chilled orange juice continued to hold above year-earlier levels. Prices also were higher, and consumer expenditures rose to a new peak for the month. (See tables 2, 15-18 and figures 7-9.)

Consumption increased 7 percent -- 163,000 gallons -- over June 1963. The gain reflected a larger-size purchase since the proportion of families buying (5.3 percent) held about the same.

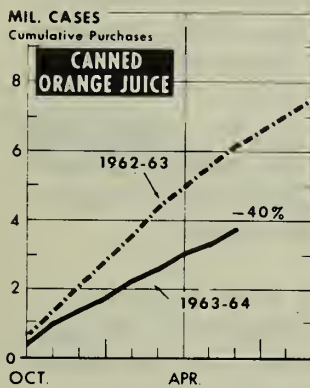
At 47.7 cents per quart, chilled orange juice was slightly more expensive than in either the preceding month or a year earlier. Prices have held close to this amount for about a year.

The typical buyer spent \$1.49 for chilled orange juice, or 6 percent more than last June. This was less than the amount spent for frozen concentrated orange juice, but substantially more than spent for other competitors. Total consumer outlay rose 10 percent over a year earlier.

Chilled orange juice accounted for 6 percent of the outlay for all fruit juices and drinks even though it represented only 3 percent of total purchases.

Retail movement was slow in the first half of 1963-64. As a result, October-June cumulative purchases were down 15 percent (3.8 million gallons) from corresponding months of 1962-63. (See figure in margin.) Because of higher prices, however, cumulative expenditures held about the same.

Canned Orange Juice Sales Continue on Downturn



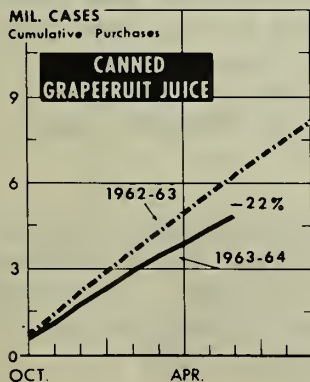
Retail sales of canned single-strength orange juice in June were the smallest reported in this 15-year series. Movement was off 36 percent -- 202,000 cases -- from a year earlier and off 55 percent from the 1957-61 average for the month. (See tables 3, 15-18 and figures 7-9.)

Only 3.5 percent of the Nation's families bought this juice compared with 5.1 percent last June. This loss of market was further aggravated by a decline in size of purchase.

Prices paid averaged 57.5 cents per 46-ounce can, about the same as in immediately preceding months, but 23 percent higher than a year earlier. Since the relative price advance was small in relation to the purchase decline, consumer outlay was off 21 percent and was practically the lowest reported.

October-June cumulative purchases were down 40 percent or 2.5 million cases from the same months of 1962-63. Cumulative expenditures were down 18 percent despite higher prices.

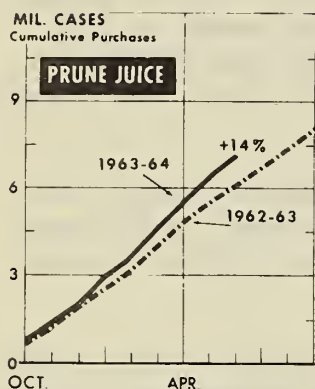
Canned Grapefruit Juice Market Down to New Low



Canned grapefruit juice purchases were off 35 percent -- 232,000 cases -- from June 1963 and off 40 percent from the 1957-61 average for the month. The decline from last June was explained by a drop of 1.6 percentage points in the proportion of families buying along with a decrease of 10 percent in size of purchase. Both components of retail movement, as well as the total volume of purchases, were the lowest recorded in this 15-year series. (See tables 4, 15-18 and figures 7-9.)

Retail prices were up 18 percent to a new high of 43.5 cents per 46-ounce can, to continue the upturn that began after the freeze. Nevertheless, because of the decline in purchases, consumer outlay was down 23 percent from last June to a 4-year low. This was the fourth successive month that expenditures were down, and for the first time cumulative expenditures were below 1962-63. Cumulative purchases were down 22 percent or 1.4 million cases. (See figure in margin.)

Prune Juice Sales Continue on Upturn



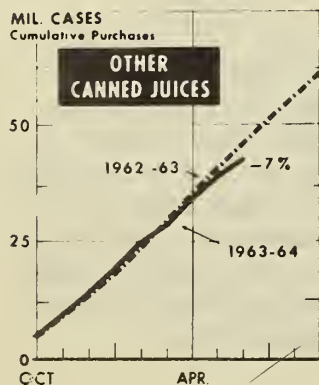
Household purchases of prune juice were the highest reported for the month of June. This continued the trend of record-high purchases that have characterized the prune juice market in 1963-64. Further, despite lower prices, consumer expenditures also continued record-high. (See tables 5, 15-18 and figures 7-9.)

June purchases were up 15 percent or 97,000 cases from the year-earlier volume. Purchase size averaged 2.4 quarts among the 7.4 percent of families that bought; both factors of sales were larger than usual.

Retail prices at 40.9 cents per quart were moderately lower than a year earlier. Nevertheless, the average expenditure per buying family (99 cents) was up moderately and total consumer outlay was up 11 percent.

October-June cumulative purchases were up 14 percent -- 845,000 cases -- from corresponding months of 1962-63, and cumulative expenditures were up 10 percent.

Market for Other Canned Juices Slowest Since Freeze



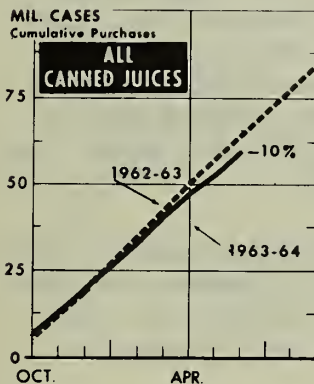
June purchases and expenditures for all other canned single-strength juices -- such as apple, grape, pineapple, tomato, and blends -- were the smallest recorded since the freeze. Market share for this class was down to only 20 percent, the lowest recorded in the year for which comparable data are available. This occurred, despite the fact that these were the least expensive of the juices. (See tables 8, 14-18 and figures 7-9.)

Consumption was off 14 percent or 738,000 cases from the unusually high level of last June, but was still slightly larger than the 1957-61 average for the month. Purchases averaged 2.2 cans among the 34 percent of families that bought; comparable data are not available for a year earlier.

Retail prices rose 6 percent over both a year and 2 years earlier to reach 32.8 cents per 46-ounce can. This amounted to 4.3 cents per 6-ounce serving compared with 5.2 to 8.9 cents for competing juices and 4.1 cents for canned fruit drinks. Despite higher prices, consumer expenditures were down 9 percent from last June.

Retail movement has been slow in most months of the reporting year begun October 1963: Cumulative purchases are off 7 percent -- 3.5 million cases -- from corresponding months of 1962-63; and cumulative expenditures are down 2 percent.

Total Purchases of Canned Juices Drop to Level of Canned Fruit Drinks



June purchases of total canned single-strength juices were down to an 18-month low. And, for the second month in succession, these juices were bought in only the same volume as canned fruit drinks. Prior to this, they were used in greater volume than canned drinks: June 1963 purchases were 40 percent larger; June 1960 purchases were 47 percent larger. (See tables 10, 14-18 and figures 7-9.)

Canned juices accounted for only 27 percent of all fruit juices and drinks brought for home consumption in June, a decrease of 4 points in market share from a year earlier. Contrasted to this, the canned fruit drink share was up 5 points to 27 percent.

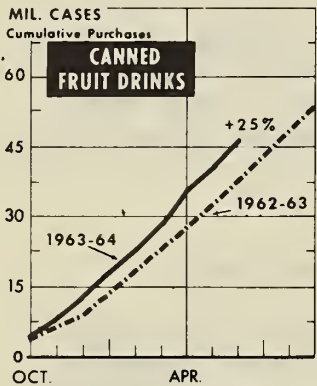
About 40 percent of the Nation's families served canned juices in June, down from 44 percent from a year earlier. Since size of purchase also was smaller, total purchases were off 15 percent or 1.1 million cases.

Retail movement also was slow in most other months of 1963-64 and cumulative purchases beginning October were off 10 percent -- 6.5 million cases -- from corresponding months of 1962-63. (See figure in margin.)

Prices paid for canned juices averaged 38.4 cents per 46-ounce can, an advance of 8 percent over both a year earlier and the 1957-61 June average. Since the relative decline in purchases was larger, buying family expenditures (95 cents) were down slightly and total consumer expenditures were down 8 percent.

CANNED SINGLE-STRENGTH FRUIT DRINKS

Market for Canned Fruit Drinks Up From a Year Earlier



More buyers, together with a larger size of purchase, brought about a sharp increase over a year earlier in retail sales and expenditures for canned single-strength fruit drinks. The market share for these products climbed from 22 to 27 percent to equal the share held by canned single-strength juices. Despite these gains, however, purchases were down contraseasonally from May. (See tables 11, 14-18 and figures 7-9.)

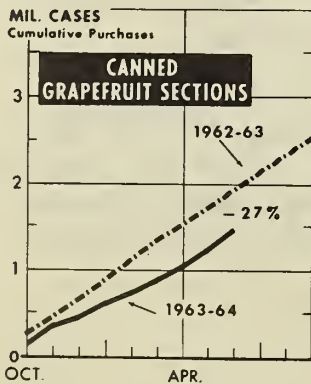
About 29 percent of the Nation's families bought canned fruit drinks in June, an increase of 2 percentage points over a year earlier. This gain, augmented by a rise in purchase size to 3.5 cans, increased retail movement by 19 percent or 945,000 cases.

Prices paid averaged 31.4 cents per 46-ounce can, almost the same as last June; prices have held within a cent or so of this amount since 1959. Nevertheless because of the increase in volume of purchases, buying family expenditures were up moderately to \$1.09, and total consumer expenditures were up 19 percent.

Purchases and expenditures have been comparatively high throughout the current reporting year: Cumulative purchases are up 25 percent (9.4 million cases) and cumulative expenditures, up 29 percent, from October-June 1962-63.

CITRUS SALADS AND SECTIONS

Consumers Spend More for Canned Grapefruit Sections



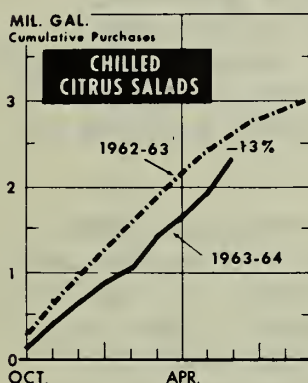
Consumer purchases of canned grapefruit sections were the largest reported since last June, even though prices edged to a new peak. Further, the amount consumers spent for grapefruit sections was among the largest recorded in this 8-year series. (See tables 16-18 and figures 7-9.)

Despite the upturn over recent months, June purchases were off 7 percent -- 16,000 cases -- from a year earlier. A loss in number of buyers accounted for the decline.

Retail prices were up slightly from May and up 15 percent from a year earlier to 28.2 cents per No. 303 can. As a result, buying family expenditures rose to a new high of 88 cents; total consumer expenditures rose 7 percent.

Purchases have been comparatively slow throughout 1963-64: October-June cumulative purchases are down 27 percent (529,000 cases) from corresponding months of 1962-63; cumulative expenditures are down 9 percent.

Purchases of Chilled Citrus Salads Increase Substantially



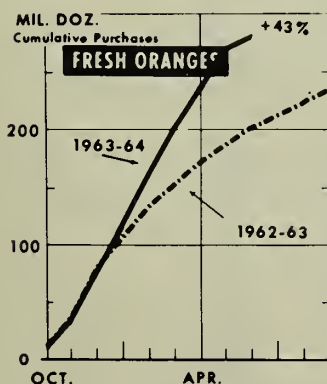
The quantity of chilled citrus salads and sections bought for home use in June was up 73 percent or 132,000 gallons compared with the same month of 1963. The proportion of families buying (1.9 percent) was about double that of a year earlier; part of that gain, however, was counterbalanced by a decrease in size of purchase to only 1.2 quarts per buying family. (See tables 9, and 16-18.)

Retail prices were down slightly to 76.2 cents per quart. Although the average expenditure per buying family was smaller than usual, total consumer outlay was substantially larger than last June.

October-June cumulative purchases were down 13 percent -- 333,000 gallons -- and cumulative expenditures were down 5 percent from the same months of 1962-63.

FRESH ORANGES AND GRAPEFRUIT

Fresh Orange Sales Up Sharply



Purchases of fresh oranges were up 55 percent from a year earlier to the level of June 1960, the last pre-freeze year for which data were obtained. Purchase size averaged 21 oranges among the 22 percent of families that bought; both components of sales were well above year-earlier levels. (See tables 12, 16-18 and figures 7-9.)

Prices paid -- 56.3 cents per dozen -- were down 18 percent from last June and were about the lowest so far reported in 1963-64. The average buyer spent \$1.00 for oranges, the same as for canned orange juice, but substantially less than was spent for frozen concentrated or chilled orange juices.

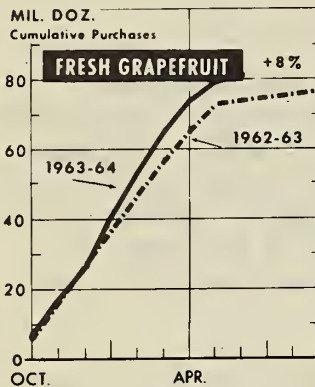
October-June cumulative purchases were up 43 percent -- 86.2 million dozen -- and cumulative expenditures were up 29 percent from the same months of 1962-63. About \$168 million have been spent for oranges thus far in 1963-64 compared with \$177 million for frozen concentrated orange juice.

Movement of Fresh Grapefruit Down

June purchases of fresh grapefruit were off 8 percent or 209,000 dozen from a year earlier. The decline reflected fewer families buying tempered by a slight increase in size of purchase. (See tables 13, 16-18 and figures 7-9.)

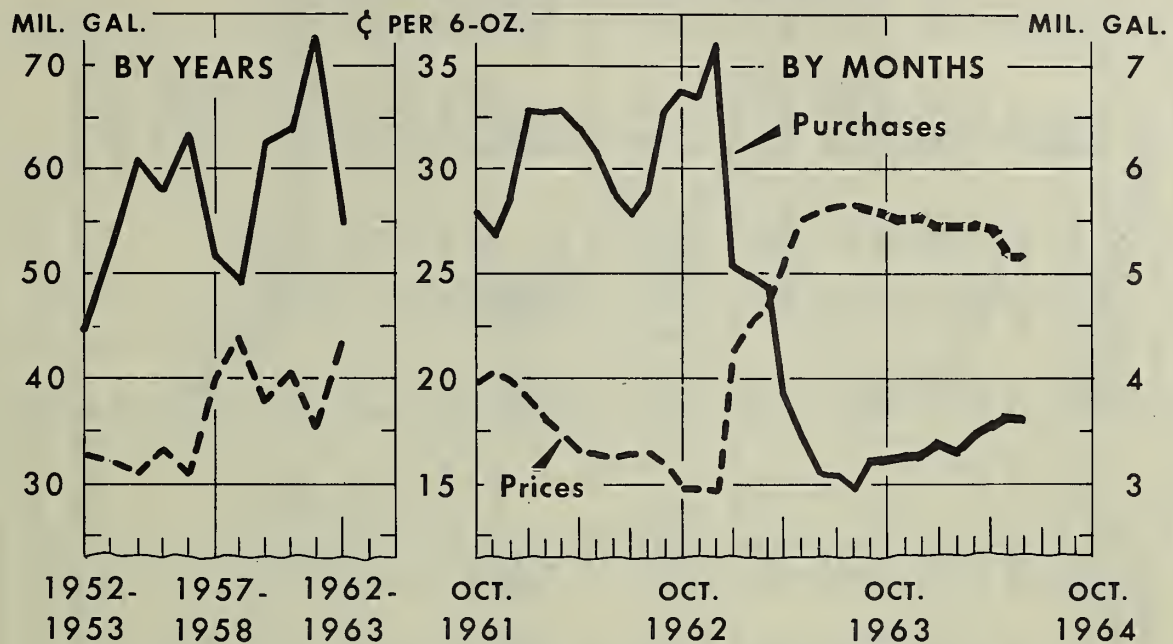
An average of \$1.59 was paid for a dozen grapefruit. Although down slightly from last June, prices were higher than in most months since that time. The typical buyer spent 92 cents for grapefruit, moderately more than he spent for either canned grapefruit sections or canned grapefruit juice.

October-June cumulative purchases of fresh grapefruit were up 8 percent -- 5.9 million dozen -- from the same months of 1962-63; cumulative expenditures were up 21 percent. Consumer outlay for fresh grapefruit thus far in 1963-64 is more than 3 times the total spent for canned grapefruit juice and canned grapefruit sections.



FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid^Δ



^Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 2537

ECONOMIC RESEARCH SERVICE

Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 6-ounce can		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,111	6,719	3,238	31.5	20.5	50.0	36.4	19.7	15.9	27.7
Nov.	4,970	6,669	3,263	31.3	20.4	49.8	36.9	19.9	15.9	27.4
Dec.	4,996	7,215	3,240	32.7	20.3	51.5	36.4	19.6	15.7	27.8
Oct.-Dec.	15,077	20,603	9,741	---	---	---	---	---	---	---
Jan.	5,312	5,066	3,398	28.2	21.4	41.9	36.0	19.6	21.3	27.3
Feb.	5,207	4,983	3,283	28.5	20.4	40.7	36.4	19.6	22.6	27.4
Mar.	5,172	4,855	3,494	28.2	20.5	40.2	38.3	19.6	23.2	27.4
Jan.-Mar.	15,691	14,904	10,175	---	---	---	---	---	---	---
Apr.	5,147	3,801	3,649	23.2	20.7	38.1	39.5	19.3	25.4	27.0
May	4,941	3,393	3,572	21.7	20.5	36.3	39.3	19.3	27.5	27.7
June	4,740	3,069	3,551	19.2	19.8	37.1	39.4	19.5	27.8	25.7
Apr.-June	14,828	10,263	10,772	---	---	---	---	---	---	---
July	4,601	3,049		19.3		36.6		19.6	28.1	
Aug.	4,580	2,931		18.8		36.1		19.8	28.2	
Sept.	5,111	3,222		20.2		36.9		19.6	28.0	
July-Sept.	14,292	9,202		---		---		---	---	
Season	59,888	54,972		---		---		19.6	21.7	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 1A.--FROZEN CONCENTRATED ORANGE JUICE IN FREEZE AND RECOVERY YEARS: Consumer purchases and expenditures, percentage of families buying, and average prices paid, October 1962 to date with comparisons 1/

Period 2/	Total purchases			Proportion of families buying			Purchases per buying family			Prices paid per 6-ounce can			Expenditures per buying family			All families		
	1957-1958	1962-1963	Change	1957-1958	1962-1963	Change	1957-1958	1962-1963	Change	1957-1958	1962-1963	Change	1957-1958	1962-1963	Change	1957-1958	1962-1963	Change
	: gals.	: gals.	: gals.	: Pct.	: Pct.	: Pct.	: Oz.	: Oz.	: Pct.	: Cents	: Cents	: Cents	: Dol.	: Dol.	: Pct.	: 1,000	: 1,000	: 1,000
October	5,851	6,719	+14.8	30.9	31.5	+ .6	49	50	+4.6	15.2	15.9	+4.6	1.24	1.32	+6.5	18,973	22,790	+20.1
November	5,770	6,669	+15.6	31.2	31.3	+ .1	46	50	+3.2	15.4	15.9	+3.2	1.18	1.32	+11.9	18,956	22,621	+19.3
December	5,288	7,215	+36.4	29.3	32.7	+3.4	45	52	+1.3	15.9	15.7	-1.3	1.19	1.35	+13.4	17,937	24,165	+34.7
January	4,626	5,066	+9.5	27.9	28.2	+ .3	42	42	0	18.9	21.3	+12.7	1.34	1.49	+11.2	18,652	23,020	+23.4
February	4,423	4,983	+12.7	28.0	28.5	+ .5	41	41	0	20.3	22.6	+11.3	1.38	1.53	+10.9	19,154	24,024	+25.4
March	4,360	4,855	+11.4	26.7	28.2	+1.5	41	40	-1	21.2	23.2	+9.4	1.45	1.55	+6.9	19,719	24,029	+21.9
April	3,992	3,801	-4.8	25.2	23.2	-2.0	40	38	-2	22.2	25.4	+14.4	1.47	1.61	+9.5	18,906	20,596	+8.9
May	3,915	3,393	-13.3	24.2	21.7	-2.5	42	36	-6	22.5	27.5	+22.2	1.56	1.66	+6.4	18,792	19,905	+5.9
June	3,320	3,069	-7.6	23.5	19.2	-4.3	37	37	0	23.9	27.8	+16.3	1.41	1.72	+22.0	16,927	18,201	+7.5
July	3,284	3,049	-7.2	22.9	19.3	-3.6	36	37	+1	24.2	28.1	+16.1	1.46	1.71	+17.1	16,954	18,277	+7.8
August	3,267	2,931	-10.3	23.0	18.8	-4.2	36	36	0	24.6	28.2	+14.6	1.46	1.70	+16.4	17,145	17,633	+2.8
September	3,490	3,222	-7.7	24.0	20.2	-3.8	36	37	+1	24.7	28.0	+13.4	1.50	1.72	+14.7	18,390	19,246	+4.7
Season 3/	51,586	54,972	+6.6	---	---	---	---	---	---	20.0	21.7	+8.5	---	---	---	220,505	254,507	+15.4
October	3,743	3,238	-13.5	24.4	20.5	-3.9	38	36	-2	24.8	27.7	+11.7	1.58	1.68	+6.3	19,803	19,134	-3.4
November	3,646	3,263	-10.5	24.1	20.4	-3.7	37	37	0	25.0	27.4	+9.6	1.56	1.69	+8.3	19,445	19,073	-1.9
December	3,276	3,240	-1.1	22.4	20.3	-2.1	37	36	-1	25.5	27.8	+9.0	1.58	1.69	+7.0	17,821	19,215	+7.8
January	4,364	3,398	-22.1	25.8	21.4	-4.4	41	36	-5	22.0	27.3	+24.1	1.51	1.64	+8.6	20,481	19,790	-3.4
February	4,436	3,283	-26.0	26.2	20.4	-5.8	42	36	-6	20.5	27.4	+33.7	1.42	1.66	+16.9	19,400	19,190	-1.1
March	4,367	3,494	-20.0	26.1	20.5	-5.6	42	38	-4	20.3	27.4	+35.0	1.42	1.75	+23.2	18,912	20,423	+8.0
April	4,448	3,649	-18.0	25.8	20.7	-5.1	43	40	-3	20.2	27.0	+33.7	1.45	1.78	+22.8	19,168	21,018	+9.7
May	4,131	3,572	-13.5	24.8	20.5	-4.3	41	39	-2	20.7	25.7	+24.2	1.42	1.68	+18.3	18,242	19,584	+7.4
June	4,066	3,551	-12.7	25.9	19.8	-6.1	40	39	-1	21.3	25.7	+20.7	1.41	1.69	+19.9	18,476	19,469	+5.4
July	4,018			24.5			40			22.0			1.46			18,858		
August	3,971			24.5			41			22.3			1.53			18,891		
September	4,509			26.9			42			22.1			1.55			21,258		
Season 3/	48,975			---	---	---	---	---	---	22.1			---	---	---	230,755		

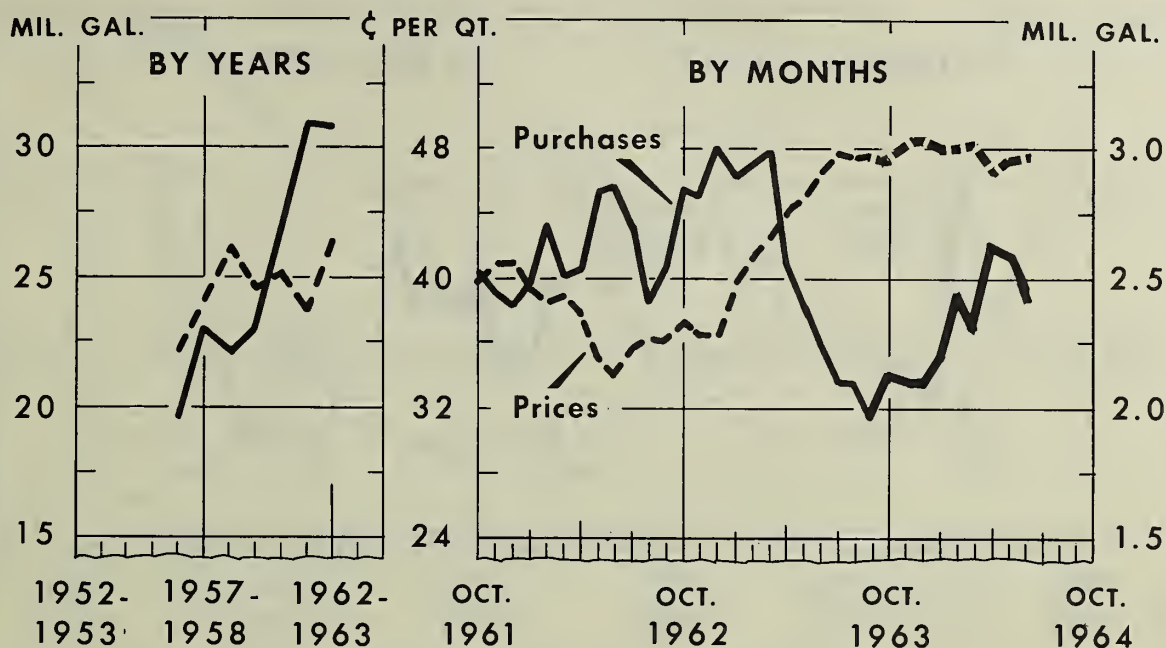
1/ Freezes occurred in December 1957 and December 1962. Tree and fruit losses in 1962 were the greatest for many years.

2/ Data are for 4-week periods to facilitate comparisons.

3/ 48-week periods.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 2538

ECONOMIC RESEARCH SERVICE

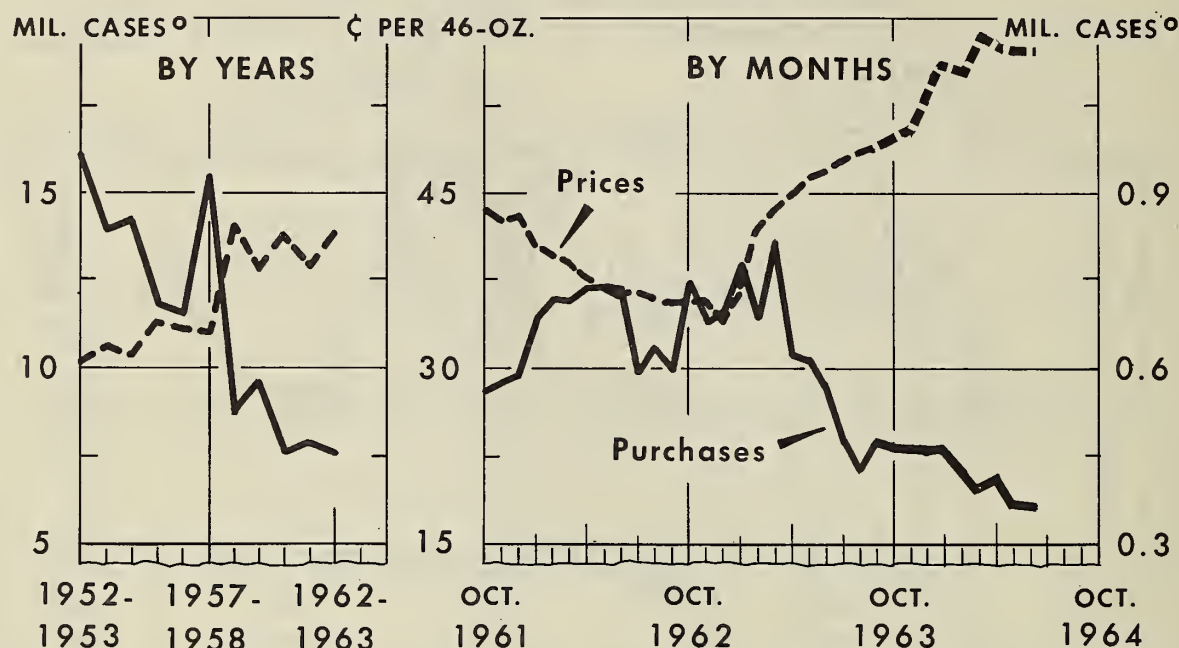
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average	1962-	1963-	1962-	1963-	1962-	1963-	Average	1962-	1963-
	1957-61	1963	1964	1963	1964	1963	1964	1957-61	1963	1964
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,950	2,849	2,144	6.0	5.1	111.7	97.5	39.7	37.1	47.3
Nov.	2,017	2,811	2,074	6.2	4.7	106.7	102.4	40.2	36.4	48.5
Dec.	1,911	3,002	2,097	6.3	4.7	111.4	99.0	40.0	36.3	48.1
Oct.-Dec.	5,878	8,662	6,315	---	---	---	---	---	---	---
Jan.	2,098	2,884	2,197	6.4	5.4	105.4	91.9	39.1	39.8	47.9
Feb.	2,288	2,948	2,440	6.5	5.5	105.1	98.9	38.7	41.6	47.9
Mar.	2,267	2,997	2,276	6.4	5.2	109.3	98.7	39.6	42.4	48.1
Jan.-Mar.	6,653	8,829	6,913	---	---	---	---	---	---	---
Apr.	2,239	2,555	2,677	5.6	6.1	106.5	97.7	39.3	44.1	46.4
May	2,339	2,393	2,565	5.5	5.6	100.4	103.0	38.7	44.9	47.4
June	2,291	2,249	2,412	5.4	5.3	96.6	99.9	38.3	46.6	47.7
Apr.-June	6,869	7,197	7,654	---	---	---	---	---	---	---
July	2,064	2,099		5.1		94.2		39.1	47.7	
Aug.	1,901	2,094		4.9		98.4		39.6	47.4	
Sept.	1,974	1,951		4.6		98.8		39.6	47.5	
July-Sept.	5,939	6,144		---		---		---	---	
Season	25,339	30,832		---		---		39.3	42.1	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

Δ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 2539 ECONOMIC RESEARCH SERVICE

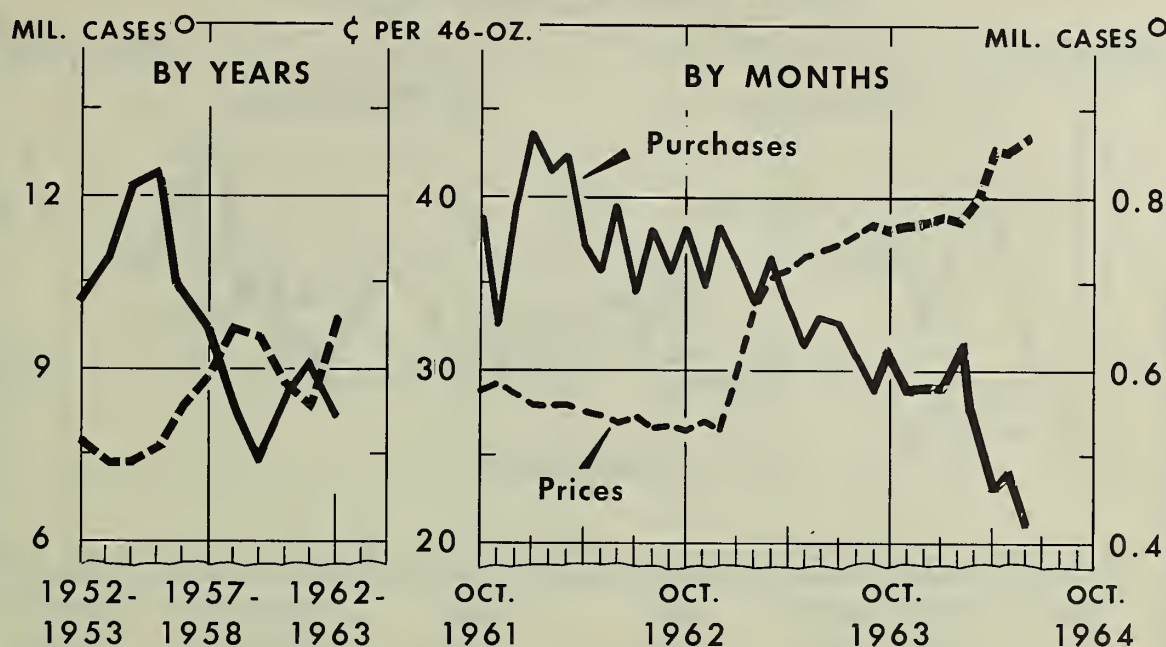
Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	852	749	455	6.3	4.5	94.3	78.5	37.8	35.5	50.2
Nov.	808	677	456	5.9	4.3	90.5	84.4	37.7	35.8	51.4
Dec.	754	699	450	6.0	4.4	92.3	79.3	38.1	34.0	53.7
Oct.-Dec.	2,414	2,125	1,361	---	---	---	---	---	---	---
Jan.	892	779	453	6.6	4.4	93.2	79.5	37.0	36.5	56.0
Feb.	909	680	415	6.7	4.3	80.3	77.0	37.5	41.8	55.4
Mar.	915	823	376	6.9	3.8	93.8	78.8	37.5	43.5	58.5
Jan.-Mar.	2,716	2,282	1,244	---	---	---	---	---	---	---
Apr.	881	618	401	5.7	4.2	84.6	77.1	37.8	44.9	57.7
May	838	611	365	5.3	3.8	90.4	73.5	37.9	46.4	57.5
June	806	564	362	5.1	3.5	86.4	80.5	37.7	46.8	57.5
Apr.-June	2,525	1,793	1,128	---	---	---	---	---	---	---
July	764	467		4.7		77.1		38.5	47.7	
Aug.	708	421		4.2		78.9		39.0	48.5	
Sept.	709	474		4.6		80.7		39.9	48.9	
July-Sept.	2,181	1,362		---		---		---	---	
Season	9,836	7,562		---		---		38.0	41.7	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR. \circ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 2540

ECONOMIC RESEARCH SERVICE

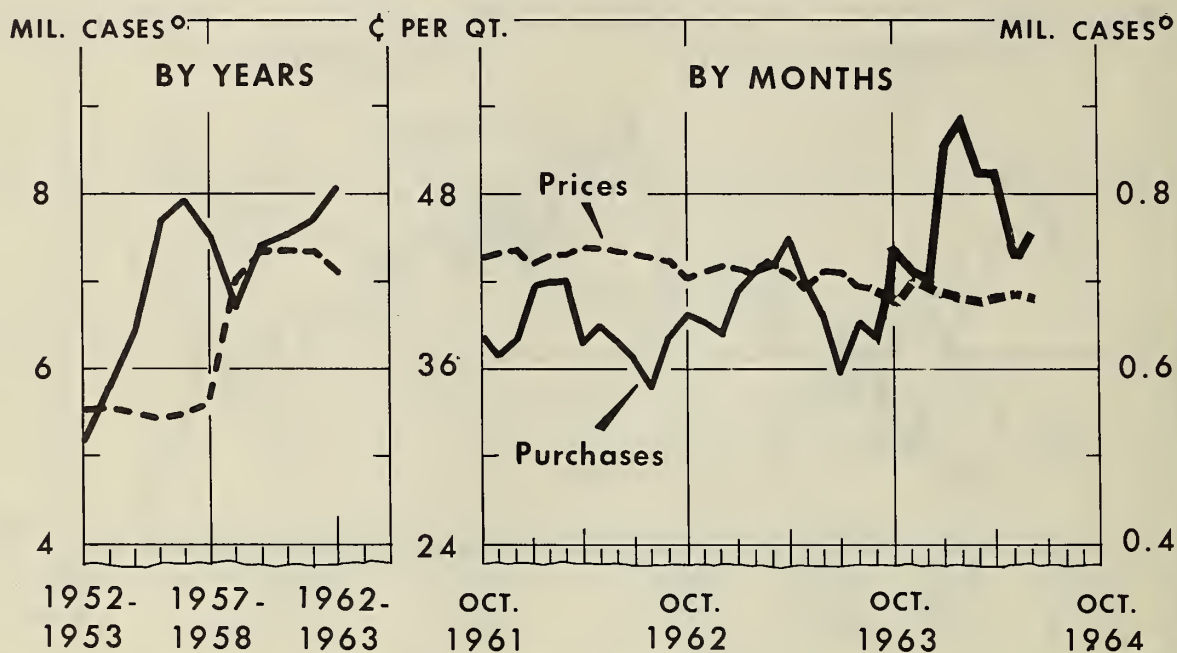
Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period $\frac{1}{2}$	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	Average : 1957-61	1962-1963	1963-1964
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	772	765	620	5.8	4.9	104.4	97.2	30.3	26.6	37.9
Nov.	683	697	566	5.4	4.6	102.6	96.7	30.7	27.0	38.4
Dec.	643	765	576	5.4	4.7	111.0	95.1	30.4	26.4	38.3
Oct.-Dec.	2,098	2,227	1,762	---	---	---	---	---	---	---
Jan.	755	726	575	5.8	4.5	98.3	99.1	30.1	29.6	38.9
Feb.	715	674	636	5.7	4.8	93.0	99.6	30.4	33.5	38.5
Mar.	738	728	549	5.9	4.6	97.8	93.5	30.1	35.3	40.3
Jan.-Mar.	2,208	2,128	1,760	---	---	---	---	---	---	---
Apr.	793	668	461	5.2	4.0	99.9	89.4	29.1	35.7	42.8
May	781	621	484	5.0	4.2	97.8	88.8	28.9	36.5	42.5
June	714	659	427	5.4	3.8	95.6	86.3	29.2	36.7	43.5
Apr.-June	2,288	1,948	1,372	---	---	---	---	---	---	---
July	632	652	---	5.1	---	99.6	---	30.3	37.1	---
Aug.	683	606	---	4.5	---	103.8	---	29.9	37.7	---
Sept.	663	568	---	4.8	---	92.9	---	30.3	38.5	---
July-Sept.	1,978	1,826	---	---	---	---	---	---	---	---
Season	8,572	8,129	---	---	---	---	---	30.0	33.1	---

$\frac{1}{2}$ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans...432 ounces per case.

PRUNE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

○ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 2541

ECONOMIC RESEARCH SERVICE

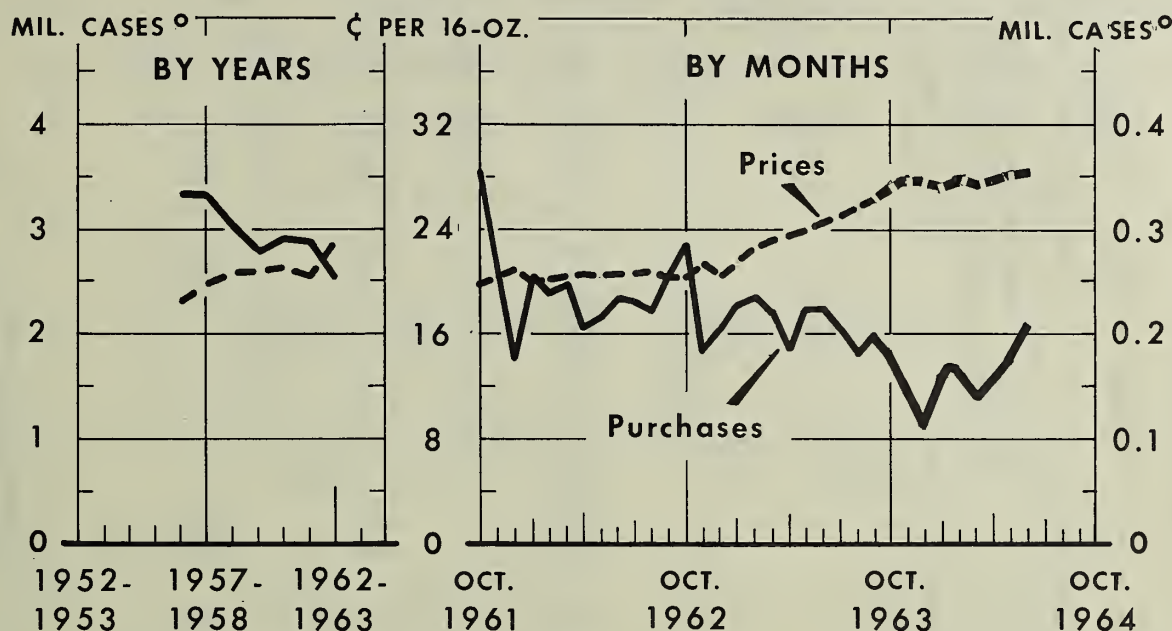
Table 5.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	632	660	731	6.9	7.3	75.6	77.6	39.9	42.1	40.8
Nov.	598	652	708	6.9	7.2	74.6	76.1	40.5	42.5	42.0
Dec.	599	636	706	6.3	7.3	79.7	74.5	40.8	42.8	41.6
Oct.-Dec.	1,829	1,948	2,145	---	---	---	---	---	---	---
Jan.	652	693	856	7.1	8.4	76.8	78.3	40.9	42.7	40.7
Feb.	653	716	888	7.7	8.7	73.6	78.9	41.4	42.4	40.5
Mar.	654	719	824	7.8	8.6	72.6	73.5	41.5	43.2	40.5
Jan.-Mar.	1,959	2,128	2,568	---	---	---	---	---	---	---
Apr.	602	749	826	8.1	8.0	72.8	78.1	41.7	42.3	40.8
May	607	700	734	7.4	7.4	74.1	75.8	41.8	41.2	41.1
June	600	659	756	7.1	7.4	72.3	77.7	41.7	42.4	40.9
Apr.-June	1,809	2,108	2,316	---	---	---	---	---	---	---
July	571	594		6.3		73.1		41.7	42.3	
Aug.	569	651		6.8		74.3		41.6	41.6	
Sept.	602	632		6.6		74.5		41.7	41.4	
July-Sept.	1,742	1,877		---		---		---	---	
Season	7,339	8,061		---		---		41.3	42.2	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

\circ EQUIVALENT 24 NO. 2'S 480 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 2542

ECONOMIC RESEARCH SERVICE

Table 6.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per No. 303 can		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	311	285	183	4.5	3.2	55.0	49.4	20.0	20.1	27.0
Nov.	249	182	143	3.3	2.9	49.0	43.0	20.3	21.2	27.8
Dec.	192	201	111	3.3	2.4	54.1	39.8	20.5	20.3	27.6
Oct.-Dec.	752	668	437	---	---	---	---	---	---	---
Jan.	245	228	164	3.8	3.1	52.4	45.8	20.2	21.3	26.9
Feb.	239	233	159	3.8	2.7	53.0	49.7	20.2	22.5	27.6
Mar.	225	219	142	3.9	2.9	48.4	41.4	20.4	22.9	27.5
Jan.-Mar.	709	680	465	---	---	---	---	---	---	---
Apr.	227	182	162	3.4	3.1	47.1	44.2	20.3	23.3	27.9
May	233	223	176	3.9	3.4	49.2	44.3	20.4	23.8	28.1
June	255	223	207	3.9	3.6	50.7	49.8	20.5	24.5	28.2
Apr.-June	715	628	545	---	---	---	---	---	---	---
July	264	204		3.4		51.4		20.7	24.7	
Aug.	253	179		3.1		50.7		20.4	25.6	
Sept.	284	200		3.3		52.6		20.4	26.1	
July-Sept.	801	583		---		---		---	---	
Season	2,977	2,559		---		---		20.4	22.9	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 480 ounces per case.

Table 7.--FROZEN CONCENTRATED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, April 1963 to date

Period 1/	Orange					Other					Total				
	Total : purchases :	of : families :	per : buying :	Prices paid : 6-ounce can	Percent	Total : purchases :	of : families :	per : buying :	Prices paid : 6-ounce can	Percent	Total : purchases :	of : families :	per : buying :	Prices paid : 6-ounce can	Percent
1963	1,000					1,000					1,000				
April	423	3.3	29.9	17.7		1,035			12.5		1,458			14.0	
May	523	4.8	25.2	16.5		1,996			11.8		2,519			12.8	
June	602	5.6	25.0	16.5		3,021			11.8		3,623			12.5	
Apr.-June	1,548	---	---	---	---	6,052			---		7,600			---	
July	703	5.7	28.6	14.6		3,774			11.7		4,477			12.1	
August	726	6.0	27.9	15.3		2,956			11.8		3,682			12.5	
September	654	5.0	30.2	15.8		1,732			11.5		2,386			12.7	
July-Sept.	2,083	---	---	---	---	8,462			---		10,545			---	
1963-64															
October	580	4.4	30.4	17.0		924			13.2		1,504			14.7	
November	445	3.7	27.0	17.7		632			13.9		1,077			15.5	
December	364	3.0	27.7	18.0		553		30.1	13.5		917			15.2	
Oct.-Dec.	1,389	---	---	---	---	2,109			---		3,498			---	
January	574	4.9	26.8	17.6		627		29.7	14.3		1,201			15.9	
February	580	4.7	28.0	17.4		546		28.6	14.5		1,126			16.0	
March	459	3.7	27.8	17.7		672		32.3	14.0		1,131			15.5	
Jan.-Mar.	1,613	---	---	---	---	1,845			---		3,458			---	
April	645	5.0	29.4	17.5		900		32.9	13.2		1,545			15.0	
May	627	5.0	28.8	16.5		2,620		40.4	11.2		3,247			12.2	
June	573	4.7	27.9	15.6		2,787		39.9	10.8		3,360			11.6	
Apr.-June	1,845	---	---	---	---	6,307			---		8,152			---	
July															
August															
September															
July-Sept.															
Season															

1/ Data are for 28-day (4-week) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 8.--OTHER FROZEN CONCENTRATED AND CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date

Period 1/	Other frozen concentrated juices 2/				Other canned single-strength juices 3/					
	Purchases		Prices paid per 6-ounce can		Purchases		Proportion of families buying	Purchases per buying family	Prices paid per 46-ounce can	
	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1963-1964	1963-1964	1962-1963	1963-1964
	1,000 gals.	1,000 gals.	Cents	Cents	1,000 cases	1,000 cases	Percent	Ounces	Cents	Cents
Oct.	675	932	18.2	20.7	4,391	5,041	34.3	114.1	29.8	30.6
Nov.	643	853	18.2	21.2	4,535	4,619	34.1	103.6	29.9	31.5
Dec.	676	725	17.9	21.4	4,247	4,705	35.2	102.8	30.3	31.8
Oct.-Dec.	1,994	2,510			13,173	14,365				
Jan.	1,027	981	18.2	21.3	5,340	5,106	36.8	107.4	29.8	32.0
Feb.	1,082	1,007	19.0	21.0	5,867	5,140	36.3	108.2	29.8	31.8
Mar.	1,106	944	19.1	21.6	6,242	4,982	36.6	105.2	30.0	31.9
Jan.-Mar.	3,215	2,932			17,449	15,228				
Apr.	1,161	1,102	19.2	21.1	5,605	4,759	34.9	104.8	30.5	33.1
May	1,208	828	19.4	21.5	5,510	4,668	34.4	103.8	30.2	32.9
June	975	834	20.3	21.0	5,171	4,433	33.8	100.4	30.8	32.8
Apr.-June	3,344	2,764	---	---	16,286	13,860	---	---	---	---
July	903		20.3		4,720				31.4	
Aug.	872		20.6		4,740				31.5	
Sept.	822		21.0		4,748				31.7	
July-Sept.	2,597				14,208					
Season	11,150		19.3		61,116				30.5	

Table 9.--CHILLED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date 4/

Period 1/	Purchases		Proportion of families buying		Purchases per buying family		Prices paid per 32-ounce jar	
	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964
	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	311	194	1.8	1.0	42.1	43.9	63.0	77.9
Nov.	394	256	2.0	1.3	47.0	47.4	61.6	68.9
Dec.	326	222	1.7	1.2	45.2	45.3	62.4	71.3
Oct.-Dec.	1,031	672						
Jan.	295	222	1.7	1.2	42.4	44.5	64.8	76.1
Feb.	298	251	1.6	1.2	45.4	49.6	70.2	75.8
Mar.	286	224	1.6	1.3	42.5	41.8	72.5	74.6
Jan.-Mar.	879	697						
Apr.	284	280	1.4	1.3	47.2	51.5	75.0	74.5
May	258	338	1.4	2.1	43.2	37.6	76.8	74.6
June	180	312	1.0	1.9	44.1	39.3	77.5	76.2
Apr.-June	722	930	---	---	---	---	---	---
July	144		0.9		37.2		80.7	
Aug.	134		0.7		44.9		82.6	
Sept.	119		0.6		45.5		82.5	
July-Sept.	397							
Season	3,029						70.2	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.

2/ Includes citrus blends and concentrates other than orange. 3/ Includes citrus blends and canned juices other than orange, grapefruit, and prune. 4/ These estimates, like all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying estimates for chilled salads particularly should be used with caution.

Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 10.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average :	1962- :	1963- :	1962- :	1963- :	1962- :	1963- :	Average :	1962- :	1963- :
	1957-61 :	1963 :	1964 :	1963 :	1964 :	1963 :	1964 :	1957-61 :	1963 :	1964 :
	1,000	1,000	1,000	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
	cases	cases	cases							
Oct.	6,732	6,565	6,847	40.7	41.5	127	128.2	---	33.2	35.6
Nov.	6,495	6,561	6,349	42.1	41.3	123	117.8	---	33.3	36.8
Dec.	6,152	6,347	6,437	41.2	41.8	122	117.7	---	33.4	37.0
Oct.-Dec.	19,379	19,473	19,633	---	---	---	---	---	---	---
Jan.	6,931	7,538	6,990	45.5	44.2	130	122.0	---	33.4	37.4
Feb.	6,940	7,937	7,079	47.1	43.8	133	123.4	---	34.0	37.1
Mar.	7,015	8,512	6,731	47.9	43.9	140	118.4	---	34.5	37.3
Jan.-Mar.	20,886	23,987	20,800	---	---	---	---	---	---	---
Apr.	6,875	7,640	6,447	45.7	41.8	131	118.5	---	35.1	38.6
May	6,817	7,442	6,251	44.9	40.4	130	117.8	---	34.8	38.2
June	6,454	7,053	5,978	43.6	40.0	127	114.2	---	35.4	38.4
Apr.-June	20,146	22,135	18,676	---	---	---	---	---	---	---
July	6,013	6,433		41.7		120		---	35.9	
Aug.	5,892	6,418		40.3		124		---	36.1	
Sept.	5,995	6,422		39.7		126		---	36.3	
July-Sept.	17,900	19,273		---		---		---	---	
Season	78,311	84,868		---		---		---	34.6	

Table 11.--CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average :	1962- :	1963- :	1962- :	1963- :	1962- :	1963- :	Average :	1962- :	1963- :
	1959-61 :	1963 :	1964 :	1963 :	1964 :	1963 :	1964 :	1959-61 :	1963 :	1964 :
	1,000	1,000	1,000	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
	cases	cases	cases							
Oct.	2,858	3,304	4,630	18.9	23.6	138	152.2	32.0	30.7	32.0
Nov.	2,577	2,905	3,990	17.5	21.9	131	143.2	32.8	31.7	32.2
Dec.	2,635	2,859	4,224	17.4	21.9	130	150.2	32.3	31.8	32.8
Oct.-Dec.	8,070	9,068	12,844	---	---	---	---	---	---	---
Jan.	3,235	4,176	5,094	22.2	25.0	148	156.0	31.8	30.4	32.1
Feb.	3,362	4,594	5,624	23.9	26.5	151	164.0	31.9	30.9	32.1
Mar.	3,408	4,703	5,471	25.5	26.5	145	160.3	31.7	30.9	32.1
Jan.-Mar.	10,005	13,473	16,189	---	---	---	---	---	---	---
Apr.	3,558	5,075	5,957	26.4	28.4	151	162.4	31.7	30.9	31.8
May	3,758	5,169	6,213	26.5	29.1	153	165.2	31.7	31.0	31.7
June	4,027	5,035	5,980	26.4	28.6	149	160.3	31.3	31.3	31.4
Apr.-June	11,343	15,279	18,150	---	---	---	---	---	---	---
July	4,007	5,600		28.0		156		30.8	31.1	
Aug.	3,486	5,241		26.2		156		31.1	31.5	
Sept.	3,233	4,509		23.5		150		31.5	32.1	
July-Sept.	10,726	15,350		---		---		---	---	
Season	40,144	53,170		---		---		31.7	31.2	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases No. 24 cans ... 432 ounces per case.

Table 12.--FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1959-1960	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1959-1960	1962-1963	1963-1964
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	22,954	12,888	12,673	15.3	15.4	18.4	17.8	52.6	62.4	62.3
Nov.	33,469	24,791	20,614	27.9	24.9	19.5	17.9	45.2	48.6	59.7
Dec.	48,925	42,444	40,586	41.5	40.8	22.4	21.4	43.4	49.4	55.8
Oct.-Dec.	105,348	80,123	73,873	---	---	---	---	---	---	---
Jan.	48,506	27,332	42,660	31.8	39.2	18.8	23.3	45.9	67.3	57.5
Feb.	48,592	25,296	43,928	29.5	39.5	18.7	23.8	49.6	72.9	57.4
Mar.	42,941	20,699	41,937	25.6	38.0	17.7	23.7	51.8	74.6	57.6
Jan.-Mar.	140,039	73,327	128,525	---	---	---	---	---	---	---
Apr.	35,817	18,016	35,406	22.5	32.7	17.5	23.1	53.7	77.4	61.2
May	29,927	16,790	28,964	20.8	28.1	17.6	22.0	51.3	75.3	58.3
June	21,441	13,997	21,673	17.4	21.8	17.5	21.3	54.2	68.6	56.3
Apr.-June	87,185	48,803	86,043	---	---	---	---	---	---	---
July	14,214	12,232		14.3		18.5		54.6	61.0	
Aug.	11,182	10,091		11.7		18.7		56.5	61.8	
Sept.	12,916	11,491		13.5		18.5		54.1	58.3	
July-Sept.	38,312	33,814		---	---	---	---	---	---	---
Season	370,884	236,067		---	---	---	---	49.7	63.5	

Table 13.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1959-1960	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1959-1960	1962-1963	1963-1964
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Grapefruit	Grapefruit	Cents	Cents	Cents
Oct.	7,632	5,796	6,410	17.1	19.2	7.4	7.2	93.0	96.5	117.3
Nov.	10,234	10,570	10,203	24.7	23.4	9.4	9.4	86.1	87.4	110.4
Dec.	11,023	11,349	10,760	23.7	23.5	10.5	9.8	83.4	88.4	109.5
Oct.-Dec.	28,889	27,715	27,373	---	---	---	---	---	---	---
Jan.	13,533	9,217	12,880	21.2	27.1	9.5	10.2	83.9	106.2	110.7
Feb.	14,486	10,191	13,057	22.6	26.8	9.9	10.5	82.6	106.8	110.8
Mar.	14,106	9,963	12,027	21.8	25.5	10.0	10.1	85.2	108.6	117.2
Jan.-Mar.	42,125	29,371	37,964	---	---	---	---	---	---	---
Apr.	11,086	8,933	8,375	19.4	19.1	10.0	9.4	94.1	115.6	137.0
May	6,769	5,946	4,370	15.0	11.8	8.6	7.9	107.3	133.2	154.2
June	3,422	2,663	2,454	8.7	7.4	6.7	7.0	116.3	163.5	158.6
Apr.-June	21,277	17,542	15,199	---	---	---	---	---	---	---
July	1,669	765		3.2		5.3		119.4	167.4	
Aug.	1,221	466		2.2		4.7		126.8	166.2	
Sept.	1,156	836		3.9		4.6		129.7	136.9	
July-Sept.	4,046	2,067		---	---	---	---	---	---	---
Season	96,337	76,695		---	---	---	---	90.5	107.1	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 14.--Total consumer purchases of orange and grapefruit juices, other juices, and fruit drinks, equivalent single-strength basis, October 1961 to date ^{1/}

Period ^{2/}	Orange and grapefruit juices ^{3/}			Other juices ^{4/}			Canned single-strength fruit drinks			Total juices and canned single-strength fruit drinks			Frozen concentrated: fruit drinks			Total all products		
	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64
	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases
Monthly																		
October	8,934	10,320	5,547	6,020	5,851	6,876	3,101	3,304	4,630	18,055	19,475	17,053	1,974	1,974	1,974	19,027	19,027	19,027
November	8,276	10,110	5,504	5,696	5,949	6,338	2,736	2,905	3,990	16,708	18,964	15,832	1,407	1,407	1,407	17,239	17,239	17,239
December	8,877	10,903	5,486	5,825	5,684	6,270	2,702	2,859	4,224	17,404	19,446	15,980	1,201	1,201	1,201	17,181	17,181	17,181
Oct.-Dec.	26,087	31,333	16,537	17,541	17,484	19,484	8,539	9,068	12,844	52,167	57,885	48,865	4,582	4,582	4,582	53,447	53,447	53,447
January	10,105	8,363	5,706	6,302	7,250	7,124	3,523	4,176	5,094	19,930	19,789	17,924	1,553	1,553	1,553	19,477	19,477	19,477
February	10,146	8,132	5,664	6,246	7,865	7,221	3,505	4,594	5,624	19,897	20,521	18,509	1,448	1,448	1,448	19,957	19,957	19,957
March	10,109	8,192	5,739	6,350	8,272	6,925	3,601	4,703	5,471	20,060	21,167	18,135	1,480	1,480	1,480	19,615	19,615	19,615
Jan.-March	30,360	24,687	17,109	18,898	23,387	21,270	10,629	13,473	16,189	59,887	61,547	54,568	4,481	4,481	4,481	59,049	59,049	59,049
April	9,766	6,547	5,979	6,073	7,730	6,891	3,708	5,075	5,957	19,547	19,352	18,827	2,018	2,018	2,018	20,845	20,845	20,845
May	9,539	5,962	5,842	6,172	7,641	6,383	4,000	5,169	6,213	19,711	18,772	18,438	4,393	4,393	4,393	22,831	22,831	22,831
June	9,214	5,526	5,712	5,684	6,985	6,177	4,023	5,035	5,980	18,921	17,546	17,861	4,561	4,561	4,561	22,430	22,430	22,430
Apr.-June	28,519	18,035	17,533	17,929	22,356	19,451	11,731	15,279	18,150	58,179	55,670	55,134	10,972	10,972	10,972	66,106	66,106	66,106
July	8,639	5,354		5,534	6,384		4,054	5,600		18,227	17,338							
August	8,963	5,120		5,187	6,424		3,506	5,241		17,656	16,785							
September	9,841	5,438		5,411	6,354		3,383	4,509		18,635	16,301							
July-Sept.	27,443	15,912		16,132	19,162		10,943	15,350		54,518	50,424							
Cumulative																		
October	8,934	10,320	5,547	6,020	5,851	6,876	3,101	3,304	4,630	18,055	19,475	17,053	1,974	1,974	1,974	19,027	19,027	19,027
November	17,210	20,430	11,051	11,716	11,800	13,214	5,837	6,209	8,620	34,763	38,439	32,885	3,381	3,381	3,381	36,266	36,266	36,266
December	26,087	31,333	16,537	17,541	17,484	19,484	8,539	9,068	12,844	52,167	57,885	48,865	4,582	4,582	4,582	53,447	53,447	53,447
January	36,192	39,696	22,243	23,843	24,734	26,608	12,062	13,244	17,938	72,097	77,674	66,789	6,135	6,135	6,135	72,924	72,924	72,924
February	46,338	47,828	27,907	30,089	32,599	33,829	15,567	17,838	23,562	91,994	98,265	85,298	7,583	7,583	7,583	92,881	92,881	92,881
March	56,447	56,020	33,646	36,439	40,871	40,754	19,168	22,541	29,033	112,054	119,432	103,433	9,063	9,063	9,063	112,496	112,496	112,496
April	66,213	62,567	39,625	42,512	48,601	47,645	22,876	27,616	34,990	131,601	138,784	122,260	11,081	11,081	11,081	133,341	133,341	133,341
May	75,752	68,529	45,467	48,684	56,242	54,028	26,876	32,785	41,203	151,312	157,556	140,698	15,474	15,474	15,474	156,172	156,172	156,172
June	84,966	74,055	51,179	54,368	63,227	60,205	30,899	37,820	47,183	170,233	175,102	158,567	20,035	20,035	20,035	178,602	178,602	178,602
July	93,605	79,409		59,902	69,611		34,953	43,420		188,460	192,440							
August	102,568	84,529		65,089	76,035		38,459	48,661		206,116	209,225							
September	112,409	89,967		70,500	82,389		41,842	53,170		224,751	225,526							

^{1/} Frozen concentrated juices and orange drink converted to single-strength equivalent at 4 to 1; other frozen concentrated fruit drinks, marketed at various concentrations, at 4.7 to 1. The latter is an approximation, as the product mix, which may vary by month, is not available. ^{2/} 4-weeks (28-days) per month; 48 weeks per season. ^{3/} Frozen concentrated, chilled and canned single-strength orange juices, and canned single-strength grapefruit juice; excludes citrus blends. ^{4/} All other frozen concentrated and canned single-strength juices, including citrus blends.
Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 15.--Average prices paid by consumers per 6-ounce serving of juices and fruit drinks, October 1962 to date 1/

Month and year 2/	Frozen concentrated 3/						Chilled orange juice	Canned single-strength juices						Canned single- strength fruit drinks	Average 5/
	Juices			Fruit drinks				Canned single-strength juices							
	Orange			Other 4/				Average 4/			Average				
	Cents	Cents	Cents	Cents	Cents	Cents		Cents	Cents	Cents	Cents	Cents	Cents		
1962-63															
October	4.0	4.6	4.0	---	---	---	7.0	4.6	3.5	7.9	3.9	4.3	4.0	(4.3)	
November	4.0	4.6	4.0	---	---	---	6.8	4.7	3.5	8.0	3.9	4.3	4.1	(4.3)	
December	3.9	4.5	4.0	---	---	---	6.8	4.4	3.4	8.0	4.0	4.4	4.2	(4.3)	
January	5.3	4.6	5.2	---	---	---	7.5	4.8	3.9	8.0	3.9	4.4	4.0	(4.7)	
February	5.6	4.8	5.5	---	---	---	7.8	5.5	4.4	8.0	3.9	4.4	4.0	(4.9)	
March	5.8	4.8	5.6	---	---	---	8.0	5.7	4.6	8.1	3.9	4.5	4.0	(4.9)	
April	6.4	4.8	6.0	4.4	2.7	3.1	8.3	5.9	4.7	7.9	4.0	4.6	4.0	4.8	
May	6.9	4.8	6.4	4.1	2.5	2.8	8.4	6.1	4.8	7.7	3.9	4.5	4.0	4.7	
June	7.0	5.1	6.5	4.1	2.5	2.7	8.7	6.1	4.8	8.0	4.0	4.6	4.1	4.6	
July	7.0	5.1	6.6	3.6	2.5	2.6	8.9	6.2	4.8	7.9	4.1	4.7	4.1	4.5	
August	7.1	5.2	6.6	3.8	2.5	2.7	8.9	6.3	4.9	7.8	4.1	4.7	4.1	4.6	
September	7.0	5.2	6.6	4.0	2.4	2.8	8.9	6.4	5.0	7.8	4.1	4.7	4.2	4.9	
Season	5.4	4.8	5.3	---	---	---	7.9	5.4	4.3	7.9	4.0	4.5	4.1	(4.6)	
1963-64															
October	6.9	5.2	6.5	4.2	2.8	3.3	8.9	6.5	4.9	7.6	4.0	4.6	4.2	5.0	
November	6.8	5.3	6.5	4.4	3.0	3.5	9.1	6.7	5.0	7.9	4.1	4.8	4.2	5.2	
December	7.0	5.4	6.6	4.5	2.9	3.5	9.0	7.0	5.0	7.8	4.1	4.8	4.3	5.2	
January	6.8	5.3	6.5	4.4	3.0	3.6	9.0	7.3	5.1	7.6	4.2	4.9	4.2	5.2	
February	6.8	5.2	6.5	4.4	3.1	3.7	9.0	7.2	5.0	7.6	4.1	4.8	4.2	5.1	
March	6.8	5.4	6.6	4.4	3.0	3.5	9.0	7.6	5.3	7.6	4.2	4.9	4.2	5.2	
April	6.8	5.3	6.4	4.4	2.8	3.4	8.7	7.5	5.6	7.6	4.3	5.0	4.1	5.1	
May	6.4	5.4	6.2	4.1	2.4	2.7	8.9	7.5	5.5	7.7	4.3	5.0	4.1	4.7	
June	6.4	5.2	6.2	3.9	2.3	2.5	8.9	7.5	5.7	7.7	4.3	5.0	4.1	4.7	
July															
August															
September															
Season															

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ 4-weeks (28-days) per month; 48-weeks per season. 3/ Frozen concentrated juices and orange drink converted to ready-to-drink basis at 4 to 1; other frozen concentrated fruit drinks at 4.7 to 1. See table 14. 4/ Includes citrus blends. 5/ Data for frozen concentrated fruit drinks not available October-March, 1962-63; hence, prices in parentheses are not comparable with subsequent periods.

Table 16.--Average expenditures per buying family for citrus fruit, juices, drinks, and other products, October 1962 to date ^{1/}

Month and year 2/	Frozen concentrated		Chilled orange juice	Canned single-strength juices			Canned single-strength fruit drinks	Canned grapefruit sections	Chilled citrus salads	Fresh oranges	Fresh grapefruit
	Orange : Orange juice : drink			Orange : Grapefruit	Prune	All 3/					
	Dols.	Dols.		Dols.	Dols.	Dols.					
1962-63											
October	1.32	---	1.30	.73	.60	.99	.92	.69	.83	.96	.60
November	1.32	---	1.21	.70	.60	.99	.89	.65	.90	.79	.68
December	1.35	---	1.26	.68	.64	1.07	.88	.69	.88	.92	.77
January	1.49	---	1.31	.74	.63	1.02	.95	.70	.86	1.05	.84
February	1.53	---	1.37	.73	.68	.98	.98	.75	1.00	1.14	.88
March	1.55	---	1.45	.89	.75	.98	1.05	.69	.96	1.10	.90
April	1.61	.88	1.47	.83	.78	.96	1.00	.69	1.11	1.13	.96
May	1.66	.69	1.41	.91	.78	.95	.98	.73	1.04	1.10	.95
June	1.72	.69	1.41	.88	.76	.96	.98	.78	1.07	1.00	.91
July	1.71	.70	1.40	.80	.80	.97	.94	.79	.94	.94	.74
August	1.70	.71	1.46	.83	.85	.97	.97	.81	1.16	.96	.65
September	1.72	.79	1.47	.86	.78	.96	.99	.86	1.17	.90	.52
1963-64											
October	1.68	.86	1.44	.86	.80	.99	.99	.83	1.07	.92	.70
November	1.69	.80	1.55	.94	.81	1.00	.94	.75	1.02	.89	.86
December	1.69	.83	1.49	.92	.79	.97	.95	.69	1.01	1.00	.89
January	1.64	.79	1.37	.97	.84	1.00	.99	.77	1.06	1.12	.94
February	1.66	.81	1.48	.93	.84	1.00	.99	.86	1.17	1.14	.98
March	1.75	.82	1.48	1.00	.82	.93	.96	.71	.98	1.14	.98
April	1.78	.86	1.42	.97	.83	1.00	1.00	.77	1.20	1.18	1.07
May	1.68	.79	1.53	.92	.82	.97	.98	.78	.88	1.07	1.02
June	1.69	.73	1.49	1.01	.82	.99	.95	.88	.94	1.00	.92
July											
August											
September											

^{1/} Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; canned single-strength fruit drinks and juices other than prune, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen fresh oranges and grapefruit. ^{2/} Data are for 4-week (28-day) periods to facilitate comparisons. ^{3/} Includes the detailed as well as all other canned juices.

Table 17.--Consumer expenditures for citrus fruit, juices, drinks, and other products, October 1962 to date 1/

Month and year 2/	Frozen concentrated juices		Frozen concentrated fruit drinks		Chilled orange juice	Canned single-strength juices				Canned single- strength fruit drinks	Canned grape- fruit sections	Chilled citrus salads and sections	Fresh grape- fruit	Fresh oranges	Total 4/	
	Other 3/		Orange			Prune		Other 3/								
	dols.	dols.	dols.	dols.		dols.	dols.	dols.	dols.							
1962-63	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	dols.
Oct.	22,790	2,621	---	---	4,228	2,497	1,911	3,751	12,290	9,528	1,719	784	8,042	5,593	(75,754)	
Nov.	22,621	2,496	---	---	4,093	2,276	1,767	3,741	12,724	8,644	1,158	971	12,048	9,238	(81,777)	
Dec.	24,165	2,581	---	---	4,359	2,232	1,897	3,675	12,097	8,533	1,224	813	20,967	10,033	(92,576)	
Jan.	23,020	3,987	---	---	4,591	2,670	2,018	3,995	14,954	11,915	1,457	765	18,394	9,788	(97,554)	
Feb.	24,024	4,386	---	---	4,905	2,669	2,120	4,098	16,439	13,328	1,573	834	18,441	10,884	(103,701)	
March	24,029	4,507	---	---	5,083	3,362	2,413	4,193	17,613	13,661	1,505	830	15,441	10,820	(103,457)	
April	20,596	4,755	1,597	2,760	4,507	2,606	2,240	4,277	16,072	14,724	1,272	852	13,944	10,327	100,529	
May	19,905	4,999	1,841	5,025	4,298	2,662	2,129	3,893	15,635	15,042	1,592	793	12,643	7,920	98,377	
June	18,201	4,222	2,119	7,605	4,192	2,479	2,271	3,772	14,956	14,796	1,639	557	9,602	4,354	90,765	
July	18,277	3,911	2,190	9,420	4,005	2,092	2,272	3,392	13,918	16,377	1,512	465	7,462	1,281	86,574	
Aug.	17,633	3,832	2,370	7,441	3,970	1,913	2,146	3,656	14,013	15,484	1,375	443	6,236	774	81,291	
Sept.	19,246	3,683	2,204	4,249	3,707	2,177	2,054	3,532	14,137	13,595	1,566	393	6,699	1,144	78,386	
Season	254,507	45,980	(12,321)	(36,500)	51,938	29,640	25,238	45,975	174,848	155,627	17,592	8,500	149,919	82,156	(1,090,741)	
1963-64																
Oct.	19,134	4,116	2,103	2,602	4,056	2,145	2,207	4,026	14,487	13,914	1,482	605	7,895	7,519	86,291	
Nov.	19,073	3,858	1,680	1,874	4,024	2,201	2,041	4,014	13,664	12,066	1,193	706	12,307	11,264	89,965	
Dec.	19,215	3,310	1,398	1,593	4,035	2,269	2,072	3,965	14,051	13,011	919	633	22,647	11,782	100,900	
Jan.	19,790	4,458	2,155	1,913	4,209	2,382	2,101	4,703	15,345	15,356	1,323	676	24,530	14,258	113,199	
Feb.	19,190	4,511	2,153	1,689	4,675	2,159	2,300	4,855	15,350	16,954	1,317	761	25,215	14,467	115,596	
March	20,423	4,350	1,733	2,007	4,379	2,066	2,078	4,505	14,925	16,493	1,172	668	24,156	14,096	113,051	
April	21,018	4,960	2,408	2,534	4,969	2,173	1,853	4,550	14,793	17,790	1,356	834	21,668	11,474	112,380	
May	19,584	3,798	2,207	6,260	4,863	1,971	1,932	4,073	14,423	18,496	1,484	1,009	16,886	6,739	103,725	
June	19,469	3,736	1,907	6,421	4,602	1,955	1,744	4,174	13,655	17,634	1,751	951	12,202	3,892	94,093	
July																
Aug.																
Sept.																
Season																

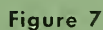
1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; all other juices and drinks, 46-ounce; canned grapefruit sections, 16-ounce, and per dozen oranges and grapefruit. 2/ 4 weeks (28-days) per month; 48-weeks per season. 3/ Includes citrus blends. 4/ Data for frozen concentrated fruit drinks not available October-March 1962-63; hence, expenditures in parentheses not comparable with subsequent periods.

Table 18.--SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for citrus fruit, juices, drinks, and other products, June 1963 and 1964. 1/

Product	Total consumer purchases				Proportion of families buying			Purchases per buying family						Average prices paid	
	Volume		Share of market		of families buying			Number		Average each purchase		Quantity per month		Average prices paid	
	June 1963	June 1964	Change	June 1963	June 1964	June 1963	June 1964	June 1963	June 1964	June 1963	June 1964	June 1963	June 1964	Unit	June 1963
FROZEN CONCENTRATED JUICES:	1,000	1,000													
Orange	gals. 3,069	gals. 3,551	+16	16.2	18.7	19.2	19.8	2.1	2.0	18.1	19.9	37.1	39.4	Ozs. 27.8	Cents 25.7
Other	975	834	-14	5.1	4.4	---	6.9	---	1.7	16.9	16.2	---	27.4	6	20.3
Total	4,044	4,385	+8	21.3	23.1	---	---	---	---	---	---	---	---	*	6.5
FROZEN CONC. FRUIT DRINKS:															
Orange	602	573	-5	3.2	3.0	5.6	4.7	1.3	1.4	19.3	19.9	25.0	27.9	6	16.5
Other	3,021	2,787	-8	18.7	17.3	---	15.6	---	1.8	---	21.7	---	39.9	6	11.8
Total	3,623	3,360	-7	21.9	20.3	---	---	---	---	---	---	---	---	*	2.7
CHILLED ORANGE JUICE	2,249	2,412	+7	3.0	3.2	5.4	5.3	2.4	2.5	40.2	40.9	96.6	99.9	32	46.6
														*	8.7
CANNED SINGLE-STRENGTH JUICES:	1,000	1,000													
Orange	cases 564	cases 362	-36	2.5	1.6	5.1	3.5	1.7	1.8	50.9	45.7	86.4	80.5	46	46.8
Grapefruit	659	427	-35	3.0	1.9	5.4	3.8	1.5	1.5	62.2	57.0	95.6	86.3	46	36.7
Pine	659	756	+15	2.9	3.4	7.1	7.4	1.7	1.8	42.4	43.9	72.3	77.7	32	42.4
Other	5,171	4,433	-14	23.0	19.8	---	33.8	---	2.0	---	50.4	---	100.4	46	30.8
Total	7,053	5,978	-15	31.4	26.7	43.6	40.0	2.4	2.3	53.9	49.6	126.7	114.2	*	4.6
CANNED SINGLE-STRENGTH FRUIT DRINKS	5,035	5,980	+19	22.4	26.7	26.4	28.6	2.1	2.2	73.0	73.9	149.3	160.3	46	31.3
														*	4.1
TOTAL -- Ready-to-drink 3/	22,467	22,430	-0.2	100.0	100.0	---	---	---	---	---	---	---	---	*	4.6
CANNED GRAPEFRUIT SECTIONS	223	207	-7	---	---	3.9	3.6	1.5	1.5	34.1	32.9	50.7	49.8	16	24.5
															28.2
CHILLED CITRUS SALADS	1,000	1,000													
	gals. 180	gals. 312	+73	---	---	1.0	1.9	1.5	1.4	29.1	28.5	44.1	39.3	32	77.5
															76.2
FRESH CITRUS FRUIT:	1,000	1,000													
Oranges	doz. 13,997	doz. 21,673	+55	---	---	17.4	21.8	1.7	1.7	10.4	12.3	17.5	21.3	1	68.6
Grapefruit	2,663	2,454	-8	---	---	8.7	7.4	1.8	1.7	3.8	4.1	6.7	7.0	1	163.5
															158.6

1/ Data are for 4-week (28-day) periods. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. 3/ Frozen concentrated juices and frozen concentrated orange drink converted to ready-to-drink at 4 to 1; other frozen concentrated fruit drinks, at 4.7 to 1. The latter is an approximation since quantities marketed by concentration are not known. *Per 6-ounce serving.

Equivalent Single-Strength Cases of 24 No. 2's, and Dozens of Fresh Fruit



NEG. ERS 2569 ECONOMIC RESEARCH SERVICE

Froz. Conc. Orange Juice

Chilled Orange Juice

Canned Orange Juice

Fresh Oranges

Froz. Conc. Orange Drink

Canned Grapefruit Sections

Canned Grapefruit Juice

Fresh Grapefruit

Prune Juice

Canned Fruit Drinks

Other Canned Juices

All Canned Juices

1962-63

1963-64

OCT. APR. OCT.

BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

U. S. DEPARTMENT OF AGRICULTURE

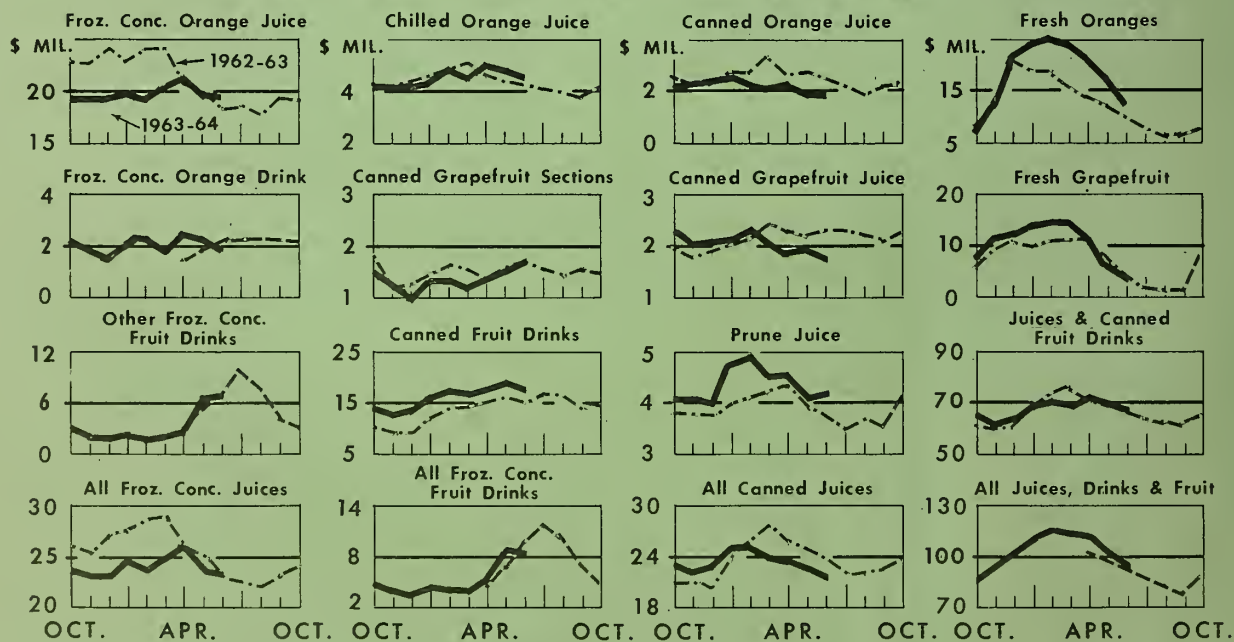
NEG. ERS 2570 ECONOMIC RESEARCH SERVICE

Washington D. C. 20250

Official Business

CONSUMER EXPENDITURES FOR CITRUS AND OTHER PRODUCTS

Based on Prices Paid for Usual Size of Can and Per Dozen Fresh Fruit



BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 9